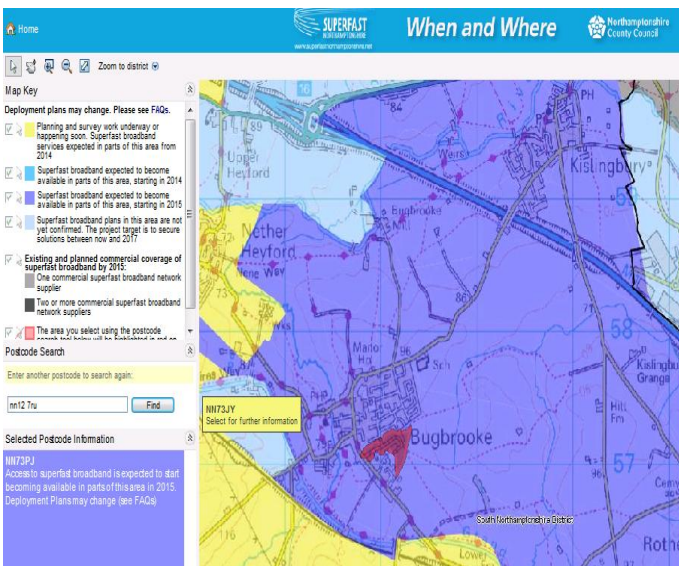


NEWSLETTER 10 – December 2013

This is our tenth Newsletter produced by Northamptonshire County Council on the Superfast Northamptonshire project. This edition highlights the recent launch of our new interactive ‘When and Where’ deployment map as well as providing an update on our partnership with BT, progress and the achievements of the Tove Valley project and providing analysis on our demand surveys.

Interactive “When & Where” Deployment Map

A new interactive ‘When and Where’ deployment map has recently been released on the Project website. This map enables local residents and businesses to help themselves to more detailed information on when access to superfast broadband may become available across the county. It also serves to highlight potential investment opportunities for the wider telecoms market. Deployment plans may change so it is an indicative representation rather than definitive map – it will be regularly updated with the best available information at the time.



This interactive map is one of the first of its kind in the UK.

The map is available [here](#) or can be accessed on our Project site.

Also the [FAQ's page](#) has been updated to provide more information related to the map and the different stages during the deployment of superfast broadband.

Project Website

The Project website has now had over 56,000 hits. Our most visited pages are:

Pos.	Page	Hits
1	Intervention Area	2,516
2	Key Dates	2,303
3	Demand Surveys	1,209
4	Deployment Map ‘When & Where’	809
5	The Big Picture	740

The Project website is regularly updated so please keep visiting the site. This is the best place to keep up to speed with the latest progress from Superfast Northamptonshire.



County Council's Co-Investment Partnership with BT

Earlier Newsletters have told you about how we've come to work with BT to extend superfast broadband coverage in the county and what this co-investment partnership, also funded by Government alongside the County Council, will deliver.

BT Openreach is responsible for the local access network infrastructure around much of the UK and is the largest organisation implementing the superfast rollout. They were created as BT Group's Network delivery partner, but work separately to ensure communication providers have equal access to the infrastructure on which they supply their service.



Openreach forms part of the joint project team with BT and the County Council to manage and deliver the broadband roll out in parts of Northamptonshire. **Tonia Eales, Senior Openreach Project Manager** is a key part of this joint team. Here's Tonia's latest update report:

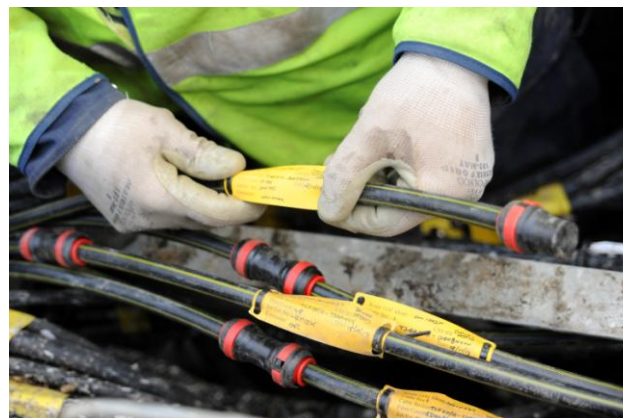
"The end of the first phase of upgrading Northamptonshire's network for fibre is now in sight. Our engineers have been busy over the last six months surveying the area and drawing up a plan for where the fibre, new ducts and street cabinets will go. This means that in the first phase

area (marked yellow on the Superfast Northamptonshire deployment map) we are now starting to install the new green cabinets that will connect up people's homes.



**SUPERFAST
BRITAIN**

There are 41 new green cabinets in this first phase which are already springing up in towns and villages located in the Phase one area. Work has started in Towcester, where around a dozen new cabinets will go up around the town. Once all the cabinets are standing our engineers will start to move out to other nearby towns and villages. The work will probably take, on average, about three months to complete in each location.



A lot of planning and surveying has gone into deciding where the new fibre cabinets end up going, but a key deciding factor is where the existing copper cabinets are – the ones that supply people's current phone line connection. This is because we are overlaying fibre on the existing copper network running from the exchange to cabinets in the street. Copper will still be the final link i.e. from the cabinet to your home or business. We have to link up the new fibre cabinet with the nearby copper cabinet so that people can get both a phone and fibre broadband service. Even after we've linked up the cabinets there is more to do before we can switch on superfast broadband. As well as connecting up the new fibre cabinets with the existing copper cabinets, we also need to

ensure they are linked up to a power supply as fibre-optic cable can only carry light signals, not electricity.

Those cabinets then need to be linked up the local exchange so that everything is connected to the national fibre network. That means many kilometres of fibre cable have to be laid in our underground ducts between the exchange and each cabinet. You may spot more of our vans with big spools of black cable hooked up on a trailer going around, and engineers busy working in manholes and footway boxes in the street – getting the fibre in the ground. A quick way of doing this is to literally ‘blow’ the fibre in. We put plastic protective tubing into the ducts and then push the more delicate fibre-optic cable through them on a powerful current of air.

Some of this work may involve cordoning off and digging up sections of roadway in various locations so please be patient with us. However, we will try to avoid as much disruption as possible by carrying out as much of this installation work at night.

Once all the cabinets are ‘stood’ and linked up to the network we then start thoroughly testing everything to make sure the new network is working as it should be. This work will take us through January and February next year. Once this work is complete, Openreach then informs the internet service providers, who want to offer superfast broadband over the network, that the cabinets are ready to accept orders. The first cabinets should start to become available in March 2014.”



It is worth remembering that Openreach don't sell phone or broadband services. We maintain the UK's local access network on behalf of over 500 service providers, many of whom are now offering superfast broadband. Residents need to be aware that upgrades to superfast broadband are not automatic. If you want fibre broadband then you need to check availability with whichever internet service provider you are using or intend to use and then place an order with them.

[Finding Your Internet Provider](#)

We receive a lot of questions about broadband services and the different packages that can be bought. Below, you will find a couple of links which provide further information to help you find out what services are available to you by Retail Service Providers (other sites are available):

http://www.uswitch.com/broadband/postcode_checker/

<http://www.broadband-finder.co.uk/>

Also below are examples of sites which provide a speed checker service (others are available);

<http://www.bbc.co.uk/iplayer/diagnostics>

<http://www.broadbandspeedchecker.co.uk/>

[Tove Valley Community Broadband](#)

Tove Valley Community Broadband (TVB) is a local broadband project in the south of Northamptonshire. Led by Abthorpe Broadband Association, it is moving ahead at a great pace. Fifty per cent of the households in its target area have now signed up for the superfast service, well above the critical mass required to make the project financially viable. Over 225 of the 450 households have asked for the service and 208 are already connected, all in less than 6 months since the service was started in May this year.

The communities of Abthorpe, Astwell, Bradden, Foscoate, Lois Weedon, Slapton, Wappenham, Weston are all connected and the coverage is now being extended to Helmdon. The Wi-Fi network is currently delivering better than 20Mbps even at its furthest reaches.

The Tove Valley project is not just a local success story, but also a national one. The achievements of the TVB team were recognised in the 2013 TalkTalk Digital Heroes Awards, with their chairman, Eric Malcomson winning the East Midlands Regional Award. He also represented the region at the national finals at the Houses of Parliament on the 29th October. This is worthy recognition for their hard work and success.



Eric commented that “The award is for everyone in the Tove Valley who has supported us and who has helped specify, build and now run the project”. Winning the award also earned a reward of £5,000 to invest in TVB.

As part of the Talk Talk Awards a short video about the project was produced detailing the project’s development which can be viewed [here](#) . TVB also achieved a finalist position in the Fixed Rural Networks category at the NextGen Awards 2013.

The big next step for TVB is to lay fibre between villages and increase the bandwidth. This will reduce radio ‘hops’ and deliver full bandwidth to village centres.

Community & Business Demand Surveys - The Results

On the 31st October the County Council’s Community and Business broadband demand surveys closed.

The response from local communities and businesses has been extremely positive. Over 5,720 Community Survey responses were received. These have provided useful information on people’s current experience of broadband and capabilities across the county, as well as how people are using the internet and their needs. It has enabled initial ‘hot spots’ of demand for superfast broadband to be identified.

The analysis from the surveys has been shared with suppliers in the commercial broadband market as part of a package of information aimed at promoting the opportunities for further commercial investment and superfast broadband coverage in the county.

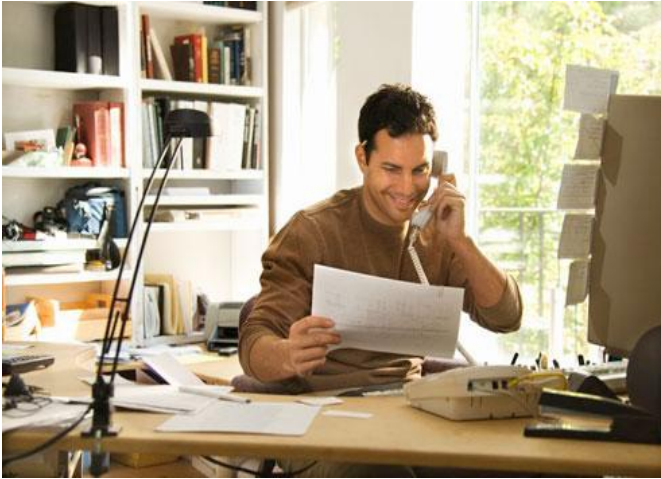
A big thank you for your help and taking the time to complete the surveys!

Top Ten Community Demand ‘Hot Spots’ for Superfast Broadband:

Rank	Parish	No. of responses
1	Wollaston	330
2	Brixworth	218
3	Woodford Halse	218
4	Grange Park	192
5	Helmdon	188
6	Ravensthorpe	176
7	Whittlebury	167
8	Hartwell	118
9	West Haddon	116
Joint 10th	Harlestone / Nassington	104

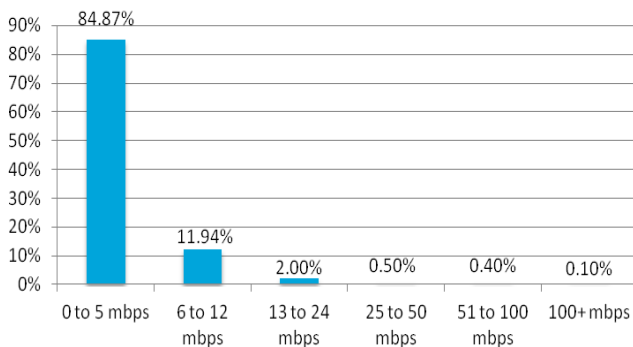
Community Survey - the Results

The community survey has revealed that 99% of respondents currently use the internet and that 95% would be “very” or “quite likely” to take up a superfast broadband service if it was made available. 62% of respondents currently use the internet for home working.

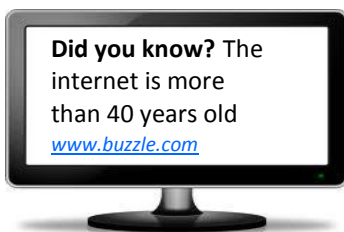


The average speed of respondents’ current connection was 3.7Mbps, with most paying between £21 and £40 per month for a bundle e.g. including landline phone and/or TV package.

Community Survey Results: Current Community Internet Speeds



The survey results suggest that respondents would be willing to pay £26 a month for a superfast broadband service alone if it was available.



The survey analysis has also revealed that, if superfast broadband was made available, then:

- **11%** more people would access healthcare via the internet.
- **9%** more people would use the internet to study at home.
- **20%** more people would use video calling to keep in touch with friends and family.
- **22%** more people would use the internet for watching TV/iPlayer /podcasts.

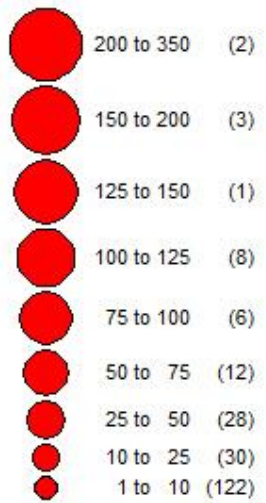


- **15%** of the survey participants would consider starting up a new business. That would equate to more than **750** new businesses through respondents alone.

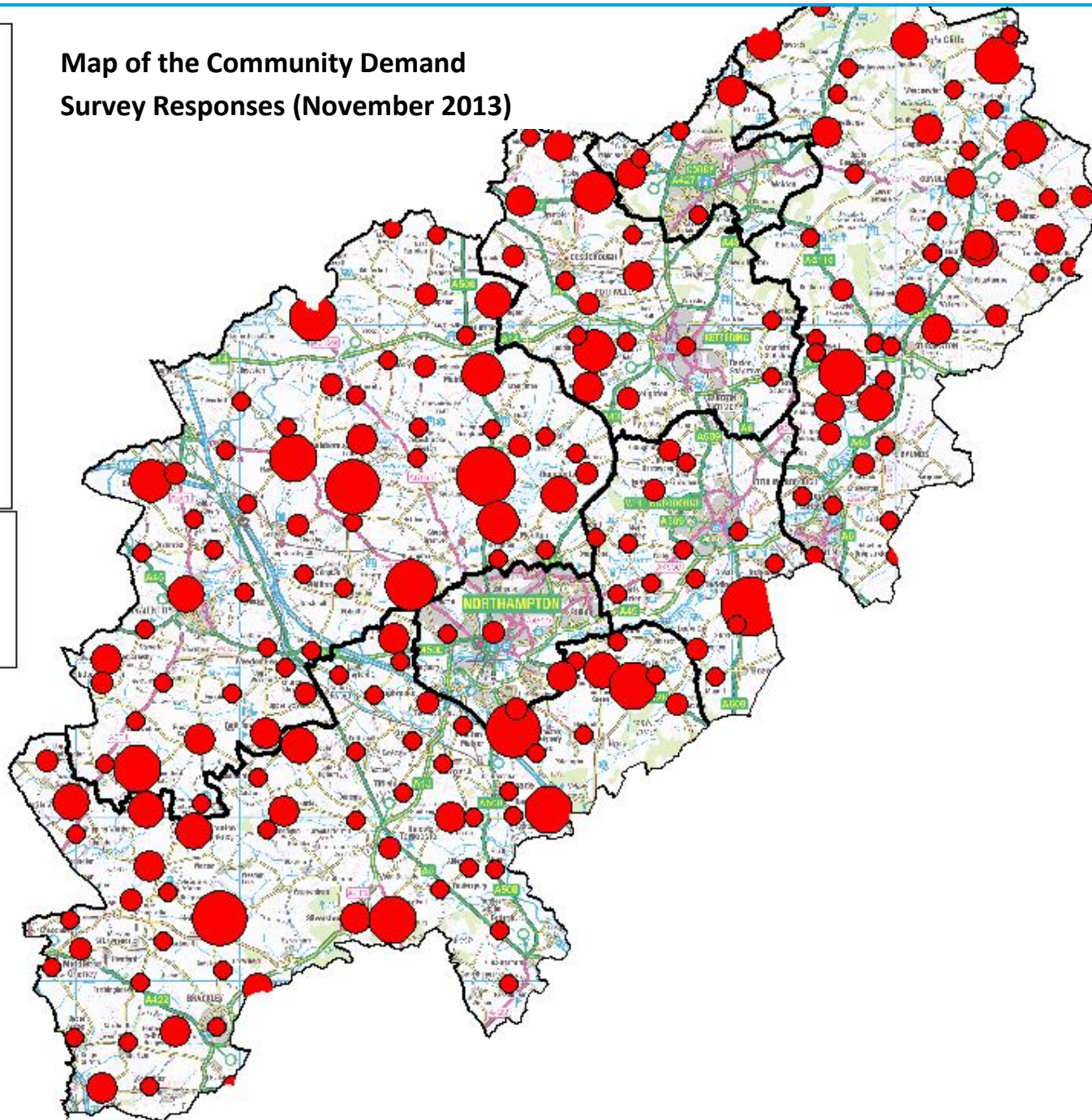


Map of the Community Demand Survey Responses (November 2013)

Cumulative Responses



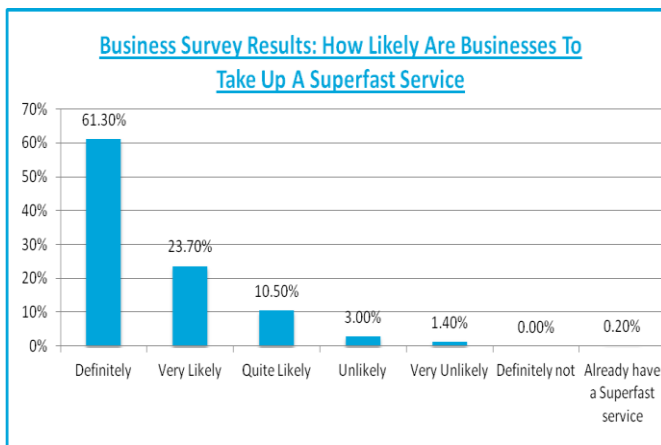
District



Business Survey - the Results

Over 520 business survey responses were received. The majority of respondents were predominantly independent businesses employing 10 people or less.

The average internet connection speed experienced by business respondents was 5.2Mbps, whilst 56% said that they needed a superfast service of over 24Mbps. 79% of business respondents pay over £21 for their internet service bundle, with 10% paying over £100 per month.

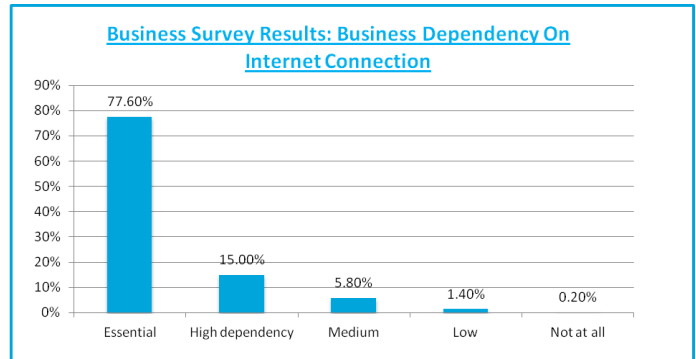


If superfast broadband was available to the businesses who responded, then:

- **76%** suggested that their customer service would be likely to improve
- **65%** said that they would expect to see productivity increases
- **62%** reported that it would allow more flexibility in work schedules
- **57%** said that it would result in the growth of their business

85% of the surveyed businesses would 'Definitely' or 'Very likely' take up a superfast broadband service should one be made available.

93% of businesses are highly dependant on an internet connection or view it as essential.



The full survey results are available on the Project website.

Farmers Survey

The County Council partnered with the National Farmers Union (NFU) and Satellite provider Avonline broadband (www.avonlinebroadband.co.uk) to target the farming community directly with a Broadband Demand Survey.

The County Council received over 100 responses from the 350 NFU members in Northamptonshire which is great response rate. Participants were invited to enter a prize draw to win a free trial of a satellite internet service. The prize was provided by Avonline and includes installation and access to a 20Mbps internet service for 12 months.

Further information will be published in the next newsletter on the winner and how the Satellite service is being utilised.

Brackley to Benefit from 'Fibre on Demand'

Brackley is one of 82 exchange areas across the country where BT's Fibre on Demand product is due to be launched in the New Year. Fibre on Demand enables businesses or homeowners to order a full fibre optic connection direct to the premise, providing for much faster broadband speeds than BT's standard fibre-based Fibre to the Cabinet offer which still relies partially on copper lines.

Fibre on Demand will provide for broadband speeds of up to 330Mbps download and 30Mbps upload. The service will be cheaper than BT's dedicated Ethernet or lease-line high speed services more often taken up by business but is still likely to be too costly for the average home customer. The benefits should be attractive to businesses for which higher speeds and service reliability are essential and advanced technology applications such as 'cloud' services can provide significant efficiencies and transform ways of working.

Installation costs will vary depending on the distance that the new fibre has to cover but on average is expected to be between £700 and £1,500 but could be up to as much as £3,000 for significant distances. Monthly service costs thereafter are likely to be in the region of £60 to £150, with a minimum contract term of 3 years.



Government's Superfast Extension Programme

The Department for Culture Media and Sport has announced a further £250m nationally to support activity in the period from 2015 to support the extension of superfast broadband to 95% of premises in the UK. The County Council will be seeking to secure a share of the funds when the Government calls for bids in due course. The County Council has been engaged with Broadband Delivery UK (BDUK), the unit set up by Government to manage the national broadband programmes, to help inform the proposals for the Superfast Extension Programme. It is expected that Government funds will need to be matched locally to maximise coverage outcomes. The County Council will manage any commitments secured through the Northamptonshire Next Generation

Strategy and making further progress towards our 2017 full coverage target.



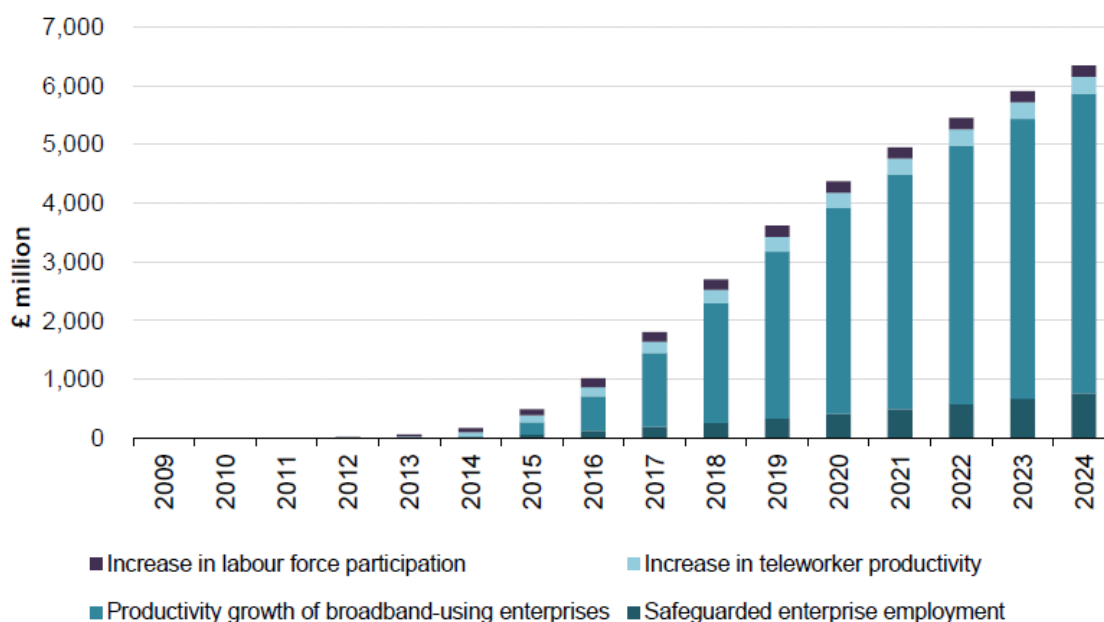
UK Broadband Impact Report Published

SQW have published an Impact report on the effects of the superfast broadband roll out currently underway in the UK. The report underlined the efficiency of investment in faster broadband connections. IT reported that for every £1 of public investment now it will produce £20 of benefits by 2024. This figure is based on thousands of simulations and is an extraordinarily high return for public funding.

Superfast broadband is expected to contribute £17 billion pounds to the national Gross Value Added (GVA) by 2024 primarily through productivity gains, labour force participation, tele-working and by safeguarding enterprise employment. Small businesses are said to benefit most from faster broadband connections in terms of productivity increases. Information and communication; Financial and insurance, real estate, professional scientific and technical, administrative and support services will also benefit to a greater extent than other industries.

Superfast Broadband will help to secure and create jobs into the future by keeping Britain competitive. The faster connections are expected to result in 56,000 jobs by 2024, 20,000 of these will be due to the government funded intervention in areas that are not commercially viable to cover. In addition to these positive impacts, the report suggests that the infrastructural roll out and associated multiplier effects will contribute an extra £1.5 billion to the economy and maintain/create 35,000 jobs.

SQW Broadband Impact Report: Total net annual GVA impact attributable to intervention – by type of impact (£ million, 2013 prices).



Source: UK Broadband Impact Model, SQW 2013

Social Impact

The SQW report estimates that tele-working alone will save 60 million hours of leisure time by 2024. 10 million of these hours are due to the public funded intervention. The broadband roll out will create more jobs for disabled people by allowing greater flexibility, also as a result of tele-working. UK household savings is expected to increase by £270 million, £45 million of which is due to once again to the government's intervention areas.

The report goes onto say that the intervention by government to incorporate commercially unviable areas in the superfast broadband roll out will help to reduce the digital divide now forming between urban and rural areas.

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Environmental Impacts

There is potential for environmental benefits to be secured from increasing bandwidths and the activities we can accomplish online. The SQW report suggests that faster broadband could save 2.3 billion km of commuting and 5.3 billion km of business travel by 2024.

Cloud computing may also provide a positive impact for the environment as companies can remotely access servers kept in more energy efficient circumstances, with approximately 70% less emissions, rather than running an energy intensive one on site.

The overall impact (considering rebound effects) will be a saving of 1.6 million tons of carbon per annum by 2024; 0.3% of the UK's total emissions. The broadband programmes funded by government and the public sector will be responsible for a saving of approximately 400,000 tonnes per annum.

The full report can be found [here](#)

Northamptonshire Next Generation Strategy Welcomed by the Telecoms Market

In our last Newsletter in June, the County Council announced the launch of the Northamptonshire Next Generation Strategy. A positive response to the approach has been received from local partners and importantly, from the wider telecoms market, including views from some suppliers that the Strategy was 'pioneering' and an 'exemplar'.

More details of how this strategy is being taken forward will be detailed in the next newsletter.

How to stay in touch

To keep up to date with the latest news on the Next Generation Strategy and other information regarding the Superfast Northamptonshire project please visit the project site at www.superfastnorthamptonshire.net

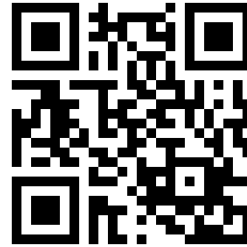
Or for further information please email bigidea@northamptonshire.gov.uk

Or by post please contact:

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